



SPORTS MARKETING ENTERPRISES

January 10, 1994

TO: Jim Weust

FROM: Chris Drew

Following are my notes from our meeting on November 29, covering the more critical issues concerning the 1994 Fay's Weekend at the Glen. If you notice any discrepancies or omissions, please advise so I can amend this document for use in planning and execution.

- RJR stated that in order to continue with the Fay's Weekend at the Glen in 1994, we would have to organize activities more in line with the original agreement, and modify the program which we had all become accustomed to in 1992 and 1993.
- It was stated that RJR will pay for 35 rooms (including one Suite) for two nights at the Corning Hilton, and continental breakfasts at both the Hilton and the Holiday Inn, Painted Post on Saturday morning. Fay's guests will be required to pay incidentals.
- It was agreed that the Friday night Cocktail Party would be cut back (175 - 200 guests), with the bulk of the invitations going to Fay's. It was agreed to make the party more of a media event by inviting the major drivers well in advance. RJR will check on moving the party to Corning's new corporate headquarters.
- Fay's expressed an interest in having a celebrity serve as Grand Marshal for the event. All parties should investigate.
- It was stated that Fay's suite accommodations would be the same as in the past (60 each day in the Fay's suite, 30 Saturday in the RJR suite, and 30 suite parking passes). Fay's will also receive 1200 GA, 200 VIP, and 10 Pit Roof passes.
- It was agreed to continue with the Saturday night dinner at the race track, but without an organized entertainment program. RJR will supply door prizes for all guests. (\*\* As an afterthought, we may want to move the dinner into the Glen Club and save your cost for erecting a tent. We will discuss).

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- RJR agreed to pay for a partial sponsorship on one car for The Paper Cutter (as in 1993).
- It was agreed to remove "Welcome Race Fans" from the 3 x 8 banners and produce in the same quantities as 1993. 2 x 4 store banners will remain the same (with 1994 race dates), and T. House will advise C. Drew on appropriate quantity required.
- The following track signs will be converted to Fay's for 1994:
  - Start/Finish Bridge
  - Gate Two Entrance Sign
  - Turn Five Outer Loop
  - Turn Two Billboard
  - Victory Lane
- RJR and WGI will ensure that J. Weust has advance access to the TNN production trailer to view camera angles to maximize banner placement.
- RJR will upgrade the Fay's 150 cap they produce from a puff print to embroidery.
- WGI will advise Fay's requirements for over the road banners.

It was generally agreed that the agenda of activities and other event elements were acceptable in 1993 and should be duplicated in 1994.

To date, the following projects have been completed:

- 150 3 x 8 Fay's 150 banners produced/due to ship to WGI week of 1/10/94
- 150 3 x 8 Wheels banners produced/due to ship to WGI week of 1/10/94
- 700 2 x 4 store banners produced/due to ship to Fay's week of 1/10/94
- 250 3 x 8 Wheel banners produced/due to ship to Wheels week of 1/17/94
- 288 Fay's 150 embroidered baseball caps produced/due to ship to Donna Dominick week of 1/17/94

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- Fay's 150 napkins and plastic cups produced/due to ship to WGI 1/94
- 255 Fay's 150 shirts produced/due to ship to Donna Dominick 1/94  
(T. House has 33 shirts left over from last year)
- Partial painting of Fay's sign panels in progress
- Highlights of 1993 Fay's 150 copied on 3/4" viewing tape and 1" master tape for B. O'Neill/due to ship to J. Weust week of 1/10/94
- 50 rooms have been verbally booked at the Corning Hilton

Thank you, and we look forward to the 1994 event.



Chris Drew

CD:js/a:1007

cc: Gale Mitchell  
Terry House  
Donna Dominick  
John Saunders  
Tim Coleman  
Roger Farmer  
Bruce Cook  
Greg Littell  
Jimmy Holder

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